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PELARGONIUMS

WHOLESALE PRICE LIST

1938



IDA HENLEY

For 25 years we have been growing pelargoniums in quantity for the wholesale trade. Each year old varieties are discarded and superseded by newer and better sorts. Our stock is arranged so that propagation is continuous throughout the year. All our stock is grown in the greenhouse and it is especially selected for blooming qualities and freedom from disease. Plants propagated from greenhouse stock are superior to those taken from field grown plants. All stock is perfectly free of white fly. With ten houses devoted exclusively to pelargoniums we are the largest growers of this plant in America. In 1936 three new houses were built especially for propagating.

All plants are strong, well rooted, free of white fly and other insects. Clean stock means a great deal to our customers. No expense is spared to have our stock healthy and free of fungous diseases.

Pelargoniums are one of the leading blooming plants for Easter, Mothers' Day, and Memorial Day sales. Some varieties begin blooming early in March and others in April and continue through April, May, June and later.

Many of the better varieties of pelargoniums originated with Carl Faiss in Germany. Growing some of his recent varieties and some of the new American varieties is strongly advised. Many of them will replace several of the standard sorts and are far superior to many of these varieties.

R. M. HENLEY
Pelargonium Specialist

Hartford City

Indiana



SALMON SPRINGTIME

NEW PELARGONIUMS FOR 1938

IDA HENLEY (1938) — Velvety Maroon sport of Easter Greeting which sported in our own greenhouses in 1935. A beautiful dark velvety maroon color. It has all the good qualities of Easter Greeting, a far better color and makes a more shapely plant. Color is uniform on each petal with a warm rose tint on the outer edge and deep salmon maroon in the center. Large clusters with 5 to 8 florets. Very early with a long period of bloom. We predict a great future for this variety.

SALMON SPRINGTIME (1938) — Originated at Leeson's Greenhouse, Leipsie, Ohio. It is a sport of Springtime. In color it is a beautiful salmon rose pink, much darker than its parent. The foliage and growth are very similar but has a much more striking color. A splendid addition to the popular Springtime.

RUTH ELEANOR (1938) — Delicate rose pink with immense clusters of ruffled pink flowers with beautiful shadings. Upright grower and very early. Our own seedling from seed imported from Carl Faiss, Germany.

MAID MARIAN (1938) — Salmon pink with carmine blotches. Upright grower and early bloomer. Large flowers and beautiful color. Also from seed received from Carl Faiss.

MAY QUEEN (1938) — Beautiful orchid color with red upper petals. Very large blooms on long stems. Splendid bloomer and one of the prettiest varieties. Begins blooming in May and continues until late in the summer. Another variety from Carl Faiss' seed.

EARLIANA (1937) — Resembles Mrs. Loyal but the florets are much larger, foliage heavier and a compact grower. Flowers are orchid, variegated, purple and violet. It is the earliest blooming variety beginning early in March and the plant is covered with bloom.

ORCHID EDITH NORTH (1935) — Orchid pink sport of Edith North. Foliage and flowers are the same as its parent but with a beautiful orchid color. Darker blotches on the two upper petals. Strong, upright, healthy grower and a splendid early bloomer. Makes a plant quickly with long period of bloom.

EDITH NORTH. The color is salmon pink, shaded deeper color on upper petals, blotches dark brown. Each flower head has six to nine florets, each floret measuring about two inches. It is a very vigorous grower, holding its trusses of flowers well above the foliage.

EASTER GREETING. The flowers are a bright red, each petal being marked with a large black blotch. This variety is remarkable on account of its long blooming season, not only producing its prime crop very early in the spring, but ordinarily continuing from March until fall, as do its five sports.

LUCY BECKER. This grand variety is a sport of Easter Greeting and is like it in everything but color, which is a pleasing rosy pink. It is a very free bloomer and a splendid variety.



RUTH ELEANOR

SWABIAN MAID. A fine sport of Easter Greeting with salmon flowers of large size, strikingly set off by black blotches at the base of each petal.

WURTEMBERGIA. A sport of Easter Greeting. Flowers are a much deeper red than its parent. A strong grower.

BEAUTIFUL. Pink sport of Easter Greeting. In color it is between Easter Greeting and Lucy Becker with dark markings.

GERMAN GLORY. Large clusters of flowers that are Cattleya blue. Robust growth and a splendidly shaped plant.

GARDENER'S JOY. The ground color is white, the two upper petals having blotches of deep brown. It has large clusters of flowers and very beautiful foliage.

LAVENDER QUEEN. Color is similar to Lucy Becker but more lavender with blotches on all petals.

PRIDE OF QUEDLINBURG. Strong grower and a free bloomer. The color shades from a light to a dark salmon pink with large flowers.

VARIETIES

LAVENDER QUEDLINBURG (1937) — Our own sport of Pride of Quedlinburg. A beautiful orchid coloring with purple blotches.

MRS. LAYAL. The true pansy pelargonium. The coloring is white, dark purple, black, etc. It begins blooming early in March.

AZALEA. Rosy red. Free bloomer and very large flowers and clusters. Two upper petals darker with blotches, lower petals lighter colored. Strong grower and very popular. A seedling from a seed imported from Carl Faiss, Germany.

SPRINGTIME. The flowers are daintily ruffled and are of a distinctive bright pink color. The throat of the flower is almost pure white with bright pink petals, bordered with a white edge. It has a very long period of bloom, beginning in April.

SUE JARRETT (1935) — Color is a salmon pink with darker upper petals and very unusual markings. The individual florets are three to four inches across with five or six in a cluster. It has the largest flowers of any variety and is an upright grower. Early, and has a long period of bloom.

DIENER'S GIANT. Light salmon pink flower with dark brown blotches on two upper petals. Flower is extremely large.



MAY QUEEN

CHICAGO MARKET. Large orchid pink flowers with deeper color in throat. Dwarf habit. Veinings in all petals.

RICHARD DIENER'S VARIETIES

Many excellent varieties.
Try them in your own greenhouses.

SANTA MONICA. Light rose pink with carmine blotches. Very large flowers and early.

RICHARD DIENER'S GIANT. Very similar to standard Diener's Giant.

RUTH W. McAFEE. Salmon color and very beautiful.

BEVERLY HILLS. Amaranth pink. A large improved German Glory.

MRS. MARY BARD. White with light pink veinings. Early bloomer.

GIANT VENUS. Salmon. Early blooming with large flowers. Similar to Swabian Maid but richer color.



MAID MARIAN

RECENT VARIETIES FROM CARL FAISS, GERMANY

MARIE VOGEL. Red, shaded with salmon, with dark blotches on upper petals. Upright grower. Flowers very large, slightly waved and free bloomer. Long period of bloom and very early. One of the best.

GROSSMAMA FISCHER. Rich, clear salmon color. Large flowers, with dark blotches on two upper petals and beautifully ruffled. Vigorous, upright grower, forming large umbels. Extra good salmon and one of the earliest bloomers.

FAISS' TRIUMPH. Light rose pink color with white throat. Extra large crimped flowers and compact grower. A beautiful color and very early, beginning to bloom in March.

KARMINKOENIGIN. Cerise or carmine red. Dark blotches on two upper petals. Dwarf, compact habit with heavy foliage. Blooms large and slightly ruffled. Excellent early variety.

MACKENSEN. Color of flower is a fiery rose pink with immense clusters and very pure color without blotches. Upright grower and a very beautiful early blooming variety.

FRUEHLINGSZAUBER. Flowers white with shell pink tint on outer part of petals. Darker blotches on two upper petals. Large flowers, free bloomer, dwarf habit.

NEUHEIT C. FAISS. Heliotrope violet with deep purple blotches on each petal. Free bloomer. Vigorous upright growth and medium size flowers.

ONKEL RICHTER. Nearly pure white. Dwarf grower, early, long period of bloom and very large flowers.

OTOKAR SAMOHRD. Rose pink, shading to salmon and carmine, ruffled flowers and blooms early with large clusters. Dwarf grower.

GLENDALE. Medium rose with blotches on all petals. Early and strong grower. Resembles Easter Greeting.

GOLETA. Salmon pink, similar to Diener's Giant.

PIRU. Rose pink, similar to Diener's Giant. Large flowers.

SAN DIEGO. Purple. Very good.

VERA N. WATT. Light salmon pink, large flowers and early.

MONTECITO. White with shell pink tint.

PASO ROBLES. Cerise pink.

MRS. F. BACHLER. Deep rose-red. Similar to Easter Greeting except a little darker, better shape and color.



MARIE VOGEL



GROSSMAMA FISCHER



FAISS' TRIUMPH

PRICE LIST

Ida Henley
Salmon Springtime
Ruth Eleanor

Size	Per Dozen	Per 100	Per 1000
Rooted Cuttings	\$1.75	\$12.00	\$110.00
2 inch	2.25	15.00	135.00
3 inch	2.75	18.00	165.00
4 inch	3.60	25.00	225.00

Earliana
Orchid Edith North
Edith North
Easter Greeting
Lucy Becker
Swabian Maid
Wurtembergia

Size	Per Dozen	Per 100	Per 1000
Rooted Cuttings	\$.90	\$ 6.00	\$ 55.00
2 inch	1.20	8.00	75.00
3 inch	1.60	11.00	100.00
4 inch	2.50	18.00	165.00

Azalea
Springtime
Sue Jarrett
Diener's Giant
Chicago Market
Marie Vogel
Grossmama Fischer
Faiss' Triumph
Karminkoenigin
Mackensen
Fruehlingszauber
Neuheit C. Faiss
Onkel Richter
Otokar Samohrd

Size	Per Dozen	Per 100	Per 1000
Rooted Cuttings	\$1.20	\$ 8.00	\$ 75.00
2 inch	1.45	10.00	90.00
3 inch	2.00	13.00	120.00
4 inch	3.00	20.00	185.00

For shipment in Neponset paper pots add: 2-inch, 35¢ per 100; 3-inch, 45¢ per 100; 4-inch, 70¢ per 100.

Six at dozen rate; 25 at 100 rate; 250 at 1000 rate.

No packing charge.

Maid Marian
May Queen

Beautiful
German Glory
Gardener's Joy
Lavender Queen
Pride of Quedlinburg
Lavender Quedlinburg
Mrs. Layal

Santa Monica
Richard Diener's Giant
Ruth W. McAfee
Beverly Hills
Mrs. Mary Bard
Giant Venus
Glendale
Goleta
Piru
San Diego
Vera N. Watt
Montecito
Paso Robles
Mrs. F. Bachler

TERMS

Five percent discount for cash with order; two percent, ten days; sixty days net. Refer to the classified columns of the Florists' Review or Florists' Exchange for varieties and sizes ready for prompt shipment and any change in prices.

Ordinarily we recommend shipment by express as it is safer; also cheaper except on light shipments. On small orders of rooted cuttings add enough to remittance to cover postage and any excess will be returned to you. Usually the five percent cash discount will pay for the postage. To the second, third and fourth zones, we will prepay all orders for \$3.00 or more for rooted cuttings instead of the cash discount.

REFERENCE

Orders from new customers, without a credit rating, must be accompanied by cash or satisfactory references in the trade with whom you have been doing business. All C. O. D. orders must be accompanied by at least 25 percent of the amount of order.

CERTIFICATE OF INSPECTION

A certificate of inspection, issued by the Indiana State Entomologist, certifying stock to be free from injurious insects and diseases is attached to every shipment. We are not in, or near, the Japanese Beetle zone.

OUR GUARANTEE

We endeavor to make every shipment satisfactory to our customers. Should any shipment not be as we represent, report to us at once. Also report promptly any damaged shipment to the express agent at destination so that he can examine shipment and verify claim. Shipping 3-inch and 4-inch, when in bloom, in paper pots is recommended.

CULTURAL INFORMATION

A printed cultural leaflet on the growing of pelargoniums will be sent with each order. See leaflet for instructions for gluing flowers to prevent shattering.

In the spring, put three 3-inch plants in a 6-inch three-quarter pot which will make a symmetrical plant. The same can be done with 2-inch and 4-inch sizes. This method will save express on larger plants. Pelargonium blooms make excellent funeral sprays that will last longer than most other flowers.